

Amendment to the Claims:

This listing of all pending claims (including withdrawn claims) will replace all prior versions, and listings, of claims in the application. Cancelled and not entered claims are indicated with claim number and status only. The claims show added text with underlining and deleted text with ~~strikethrough~~. The status of each claim is indicated with one or (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Listing of Claims:

1. (currently amended) A commodity sales mediation system for presenting commodity information, comprising:

a non-contact information transfer medium in which the purchased commodity information of a commodity purchased by a user is stored; and

a commodity sales mediation apparatus comprising non-contact information reading means for reading the purchased commodity information stored in said non-contact information transfer medium in a non-contact fashion when said non-contact information transfer medium reaches a predetermined region and commodity information output means for outputting commodity information selected based on the purchased commodity information read by said non-contact information reading means,

wherein said commodity information output means outputs the presented commodity information through electric communication means and the purchased commodity information is information written to said non-contact information transfer medium in the non-contact fashion.

2. (cancelled)

3. (cancelled)

4. (currently amended) A commodity sales mediation apparatus for presenting commodity information, comprising:

non-contact information reading means for reading, when a non-contact information transfer medium in which the purchased commodity information of a commodity purchased by a user is stored, reaches a predetermined region, the purchased commodity information being stored in said non-contact information transfer medium in a non-contact fashion; and

commodity information output means for outputting commodity information selected based

on the purchased commodity information read by said non-contact information reading means,
wherein said commodity information output means outputs the presented commodity information through electric communication means and the purchased commodity information is information written to said non-contact information transfer medium in the non-contact fashion.

5. (cancelled)

6. (currently amended) A commodity sales mediation method for presenting commodity information, comprising the steps of:

storing the purchased commodity information of a commodity purchased by a user in a non-contact in information transfer medium;

reading, in a non-contact fashion, the purchased commodity information stored in said non-contact information transfer medium when said non-contact information transfer medium reaches a predetermined region; and

outputting commodity information selected based on the purchased commodity information having been read in the non-contact fashion,

wherein the commodity information is information presented through electric communication means and the purchased commodity information is information written to said non-contact information transfer medium in the non-contact fashion.

7. (cancelled)

8. (currently amended) A recording medium capable of being read by a computer, wherein the recording medium stores a program for causing the computer to execute a function for reading, when a non-contact information transfer medium in which the purchased commodity information of a commodity purchased by a user is stored, reaches a predetermined region, the purchased commodity information stored in said non-contact information transfer medium in a non-contact fashion and outputting commodity information selected based on the purchased commodity information having been read in the non-contact fashion, the commodity information being information presented through electric communication means and the purchased commodity information being information written to said non-contact information transfer medium in the non-contact fashion.

9. (cancelled)